


Portfolio

Wisconsin Cooperative Education Skill Certification E-Commerce Marketing

Coop Areas Completed	Student Information
Economic Foundations 19 Communications and Interpersonal Skills 30 Professional Development 10 Marketing and Entrepreneurial Foundations 41 E Marketing 46	<div> <div>Student</div> <div>Phone</div> </div> <div> <div>School</div> <div>Phone</div> </div> <div> <div>Teacher Coordinator</div> <div>Phone</div> </div> <div> <div>Workplace Mentor</div> <div>Phone</div> </div> <div> <div>Other Information:</div> <div>  </div> </div>

Start Date

End Date

E-Commerce Marketing Skill Standards Rating Scale

- 3 Proficient—able to perform entry-level skills independently.
 2 Intermediate—has performed task; may need additional training or supervision.
 1 Introductory—is familiar with process but is unable, or has not had the opportunity, to perform task; additional training is required.
SB School Based
WB Work Based

Description of Skills	Rating			Initials		Comments
	3	2	1	SB	WB	
<i>Economic Foundations</i>						
17 competencies must be achieved at level 2 or 3						
1. Distinguish between economic goods and services						
2. Explain the concept of economic resources						
3. Describe the nature of economics and economic activities						
4. Determine forms of economic utility created by economic activities						
5. Describe the principles of supply and demand						
6. Explain the law of diminishing returns						
7. Describe the concept of price						
8. Explain the types of economic systems						
9. Explain the relationship between government and business						
10. Explain the concept of private enterprise						
11. Determine factors affecting a business's profit						
12. Explain the concept of competition						
13. Explain the concept of productivity						
14. Explain the concept of organized labor and business						
15. Explain the measures used to analyze economic conditions such as Consumer Price Index and Gross Domestic Product						
16. Analyze current economic problems						
17. Examine the nature of international trade						
18. Identify the impact of cultural and social environments on world trade						
19. Evaluate the influences on a nation's ability to trade						

Communications and Interpersonal Skills

27 competencies must be achieved at level 2 or 3

1. Explain the nature of effective communications (verbal, written)						
2. Apply effective listening skills						
3. Use proper grammar and vocabulary						
4. Handle telephone calls in a businesslike manner						
5. Write business letters, informational messages and inquiries						
6. Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones, etc.)						
7. Convince others of a point of view						
8. Conduct a staff or team meeting						
9. Give directions for completing job tasks						
10. Prepare simple written reports						
11. Explain the use of inter-departmental/company communications						
12. Demonstrate basic word processing skills						
13. Demonstrate basic word presentation software skills						
14. Demonstrate basic database skills						
15. Demonstrate basic spreadsheet skills						
16. Demonstrate basic search skills on the web						

Description of Skills	Rating			Initials		Comments
	3	2	1	SB	WB	
17. Identify desirable personality traits important to entrepreneurs						
18. Demonstrate responsible behavior, honesty and integrity						
19. Recognize personal biases and stereotypes						
20. Explain the concept of self-understanding and self-esteem						
21. Use feedback for personal growth						
22. Adjust to change						
23. Make timely and correct decisions						
24. Set personal and professional goals						
25. Develop cultural sensitivity						
26. Demonstrate negotiation skills						
27. Explain the nature of stress management						
28. Participate as a team leader						
29. Demonstrate problem-solving skills						
30. Explain management's role in customer relations						

Professional Development

9 competencies must be achieved at level 2 or 3

1. Assess personal interests and skills needed for success in marketing and business						
2. Analyze employer expectations in the business environment						
3. Explain the rights of workers						
4. Explain employment opportunities in marketing, business, and entrepreneurship						
5. Utilize job search strategies						
6. Participate in a job interview beginning with the application process and concluding with follow-up information						
7. Explain the need for ongoing education as a worker						
8. Explain possible advancement patterns for jobs						
9. Identify skills needed to enhance career progression						
10. Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows						

Marketing and Entrepreneurial Foundations

37 competencies must be achieved at level 2 or 3

1. Explain marketing and business and its importance in a global economy						
2. Describe marketing functions and related activities						
3. Explain the nature and scope of purchasing						
4. Explain company buying and purchasing policies						
5. Explain the concept of production						
6. Explain the concept of accounting						
7. Calculate net sales						
8. Describe the nature of cash-flow statements						
9. Analyze a profit and loss statement						
10. Explain the concept of finance						
11. Explain the concept of management						
12. Describe the nature of budgets						
13. Describe the crucial elements of TQM culture						
14. Describe the role of management in the achievement of quality						
15. Delegate responsibility to others						
16. Explain the nature of continuing improvement strategies						
17. Explain the types of business ownership						
18. Describe current business trends						

Description of Skills	Rating			Initials		Comments
	3	2	1	SB	WB	
19. Identify the ways that technology affects marketing and business						
20. Explain basic types of business risk						
21. Describe the concept of insurance						
22. Develop policies to prevent internal theft						
23. Develop procedures for preventing and handling burglary						
24. Develop policies to prevent vendor theft						
25. Explain routine security precautions						
26. Open and close a business facility						
27. Follow safety precautions						
28. Explain procedures of handling accidents						
29. Explain the nature of legally binding contracts						
30. Orient new employees						
31. Explain the nature of overhead and operating costs						
32. Develop an organizational plan						
33. Explain the nature of wage and benefit plans						
34. Explain the nature of leadership in organizations						
35. Explain ways to build employee morale						
36. Examine ways to incorporate team building in daily activities						
37. Determine technical assistance needed by business owners						
38. Analyze company objectives						
39. Analyze a business plan						
40. Develop strategies to achieve goals						
41. Describe planning tools used by management (budgets, forecasts, financial statements, schedules) to control operations						

E-Commerce

42 competencies must be achieved at level 2 or 3

1. Explain the economic impact of e-commerce						
2. Describe the impact of e-commerce on international trade						
3. Explain ethical issues in online communications						
4. Explain employment opportunities in e-commerce						
5. Describe the nature of retailing						
6. Explain the nature of e-commerce						
7. Explain the concept of merchandising						
8. Explain the impact of the Internet on purchasing						
9. Place orders on-line						
10. Identify issues in e-commerce						
11. Identify trends in e-commerce						
12. Explain the nature of the Internet						
13. Use e-mail functions						
14. Create a basic web page						
15. Describe tools used in website creation						
16. Identify capabilities of Internet/Web programming						
17. Select web host						
18. Identify strategies for protecting business's web site						
19. Identify strategies for protecting customer transactions						
20. Discuss legal consideration in e-commerce						
21. Develop an e-commerce project plan						
22. Explain costs associated with e-commerce						

Description of Skills	Rating			Initials		Comments
	3	2	1	SB	WB	
23. Determine return-on-investment (ROI) for e-commerce						
24. Identify e-commerce considerations for a business plan						
25. Select shipping methods						
26. Explain the types of inventory control systems						
27. Identify strategies for electronic payment						
28. Explain privacy issues in e-commerce						
29. Identify data available through online tracking systems						
30. Identify online marketing research tools/techniques to collect primary data						
31. Maintain customer database						
32. Explain the nature of data mining						
33. Use results of data mining to make marketing decisions						
34. Use web site tracking methods for decision making						
35. Identify on-line target market						
36. Describe internet pricing models						
37. Describe the impact of e-commerce on pricing decisions						
38. Explain the nature of on-line advertisements						
39. Select strategies for online advertising						
40. Write content for use on the internet						
41. Select techniques for promoting web site						
42. Describe unique aspects of Internet sales						
43. Determine strategies for on-line customer support						
44. Develop a plan for on-line suggestion selling						
45. Evaluate online prospects						
46. Develop a plan for selling on-line						

The Competencies in This Portfolio Have Been Endorsed By:



Wisconsin and National DECA



Wisconsin Association for
Leadership in
Education and Work



Wisconsin
Manufacturers
and Commerce



Wisconsin Association for
Career and Technical
Education



Wisconsin Marketing
Education Association



Wisconsin
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***Milwaukee Sales
and Marketing
Executives***

***Sales and Marketing
Executives
of Wisconsin***



Wisconsin
Department of Public
Instruction